

There are quite a few comments regarding this issue, so I will be brief. Most of those commenting in favor of not allowing A La Carte pricing are from program producers (or those associated with program producers) who cannot garner a large enough audience to pay for production and distribution costs. Why should these folks be subsidized by people who have no interest in their programming? I have received multi-channel television on my C band TVRO system since 1985. Ever since the introduction of signal encryption in early 1986, I have had the option of either purchasing programming in packages or I could chose programming on an A La Carte basis. This is one of the reasons I have kept my C band system.

The technology exists that can offer this same A La Carte pricing system for both cable and DBS customers. It should not only be allowed, but required. It is fundamentally fair that consumers only be required to pay for those services they wish to use. It is also fundamentally fair that program producers be required to pay their own way by attracting enough support their service. Finally, it is fundamentally unfair for those people, who have no desire or interest in a particular service, to be required to subsidize those services. I strongly urge adoption of A La Carte pricing

Thank you.